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WOLVERINE WORLDWIDE RELEASES TEST RESULTS FROM FORMER TANNERY SITE, ROGUE RIVER & RUM CREEK

No Drinking Water at Risk; Experts Say No Health Risk From Swimming or Recreational Contact

ROCKFORD, Mich., Nov. 9, 2017 – Wolverine Worldwide today announced results of the water sampled for testing from its former Tannery site in Rockford. This testing was done to further evaluate the groundwater and surface water – the sources of water sampled at these sites, including the Rogue River and Rum Creek, are not used for drinking water. The Company has worked closely with the Michigan Department of Environment Quality (MDEQ) on this testing, and has already submitted a proposal to the MDEQ outlining next steps to further evaluate the Tannery site.

In partnership with the Michigan Department of Environmental Quality (MDEQ), Wolverine analyzed groundwater, pore water, and surface water samples for the presence of ammonia and perfluoroalkyl substances (PFAS), including PFOA and PFOS. PFOA and PFOS are substances that were contained in 3M Scotchgard™ used in the leather manufacturing process at the Tannery. While this is Wolverine's first time analyzing the Tannery site for PFAS under the testing plan requested by the MDEQ, the Company continues its regular practice of testing for ammonia and other substances, and results from this round were generally in the same ranges as seen dating back to 2011.

There is no health risk to people engaging in recreational contact with these waters. "Swimming, kayaking, or other recreational contact with Rum Creek or the Rogue River does not present a health risk to individuals," said Dr. Janet Anderson, a toxicologist and PFOA/PFOS expert at Integral Consulting. "These recreational activities, including any incidental consumption of water, would not increase anyone's health risk."

Groundwater samples taken from existing monitoring wells at the Tannery site ranged in concentration from 12,700 parts-per-trillion (ppt) to a single high spot of 490,000 ppt for PFOA and PFOS. Samples of pore water – sediment located at the bottom of Rum Creek and the Rogue River, just prior to entering the surface water – diluted to significantly lower concentrations of PFOA and PFOS, ranging from non-detect to 12,400 ppt. Samples taken from surface water diluted even more, ranging from only 6.2 ppt to 16.5 ppt for PFOA and PFOS. These samples were taken from five locations on the Rogue River, starting just north of 12 Mile Road (and well upstream of the former Tannery site) and proceeding to the end of the Rogue River near the Grand River. A map showing the Rogue River surface water testing locations is attached to this release.

In 2016 the Environmental Protection Agency (EPA) issued a lifetime drinking water advisory of 70 ppt combined for PFOA and PFOS, but this does not apply to the water tested because it is not used for drinking water.

"Our first priority has been and continues to be the health and well-being of the community. We will continue to be proactive and transparent as we work through these legacy issues," said Chris Hufnagel, senior vice president of strategy for Wolverine Worldwide. "We are sharing this information because we want residents to know what we know. We continue to work in collaboration with the MDEQ and other agencies on this issue and as we conduct further evaluation and receive additional information, we will notify our neighbors and the community."

Wolverine closed its tanning operation in 2009, a process monitored by the MDEQ and other government regulators. At the time the Tannery was decommissioned, Wolverine complied with the required testing regime and was thoroughly examined by the MDEQ.

To provide regular updates to residents and the community, Wolverine has established a blog – WeAreWolverine.com, along with a dedicated information portal at its corporate website – www.wolverineworldwide.com/about-us/environment. Residents with questions or concerns are encouraged to contact the Company directly at 616.866.5627 or HouseStreet@wwwinc.com.

ABOUT WOLVERINE WORLDWIDE

With a commitment to service and product excellence, Wolverine World Wide, Inc. is one of the world's leading marketers of branded casual, active lifestyle, work, outdoor sport, athletic, children's and uniform footwear and apparel. The Company's portfolio of highly recognized brands includes: Merrell®, Sperry®, Hush Puppies®, Saucony®, Wolverine®, Keds®, Stride Rite®, Chaco®, Bates®, HYTEST®, and Soft Style®. The Company also is the global footwear licensee of popular brands including Cat® and Harley-Davidson®. The Company's products are carried by leading retailers in the U.S. and globally in approximately 200 countries and territories. For additional information, please visit, www.wolverineworldwide.com.

FORWARD-LOOKING STATEMENTS

This press release contains forward-looking statements, including statements regarding the Company's future or anticipated activities. Words such as "guidance," "estimates," "anticipates," "believes," "forecasts," "step," "plans," "predicts," "focused," "projects," "is likely," "expects," "intends," "should," "will," "confident," variations of such words, and similar expressions are intended to identify forward-looking statements. These statements are not guarantees of future performance and involve certain risks, uncertainties, and assumptions ("Risk Factors") that are difficult to predict with regard to timing, extent, likelihood, and degree of occurrence. Risk Factors include, among others: changes in general economic conditions, employment rates, business conditions, interest rates, tax policies and other factors affecting consumer spending in the markets and regions in which the Company's products are sold; the inability for any reason to effectively compete in global footwear, apparel and consumer-direct markets; the inability to maintain positive brand images and anticipate, understand and respond to changing footwear and apparel trends and consumer preferences; the inability to effectively manage inventory levels; increases or changes in duties, tariffs, quotas or applicable assessments in countries of import and export; foreign currency exchange rate fluctuations; currency restrictions; capacity constraints, production disruptions, quality issues, price increases or other risks associated with foreign sourcing; the cost and availability of raw materials, inventories, services and labor for owned and contract manufacturers; labor disruptions; changes in relationships with, including the loss of, significant wholesale customers; the failure of the U.S. Department of Defense to exercise future purchase options or award new contracts, or the cancellation or modification of existing contracts by the Department of Defense or other

military purchasers; risks related to the significant investment in, and performance of, the Company's consumer-direct operations; risks related to expansion into new markets and complementary product categories as well as consumer-direct operations; the impact of seasonality and unpredictable weather conditions; changes in general economic conditions and/or the credit markets on the Company's distributors, suppliers and customers; increase in the Company's effective tax rates; failure of licensees or distributors to meet planned annual sales goals or to make timely payments to the Company; the risks of doing business in developing countries, and politically or economically volatile areas; the ability to secure and protect owned intellectual property or use licensed intellectual property; the impact of regulation, regulatory and legal proceedings and legal compliance risks, including compliance with federal, state and local laws and regulations relating to the protection of the environment, environmental remediation and other related costs, and litigation or other legal proceedings relating to the protection of the environment or environmental effects on human health; the potential breach of the Company's databases, or those of its vendors, which contain certain personal information or payment card data; problems affecting the Company's distribution system, including service interruptions at shipping and receiving ports; strategic actions, including new initiatives and ventures, acquisitions and dispositions, and the Company's success in integrating acquired businesses, and implementing new initiatives and ventures; the risk of impairment to goodwill and other acquired intangibles; the success of the Company's consumer-direct realignment initiatives; changes in future pension funding requirements and pension expenses; and additional factors discussed in the Company's reports filed with the Securities and Exchange Commission and exhibits thereto. The foregoing Risk Factors, as well as other existing Risk Factors and new Risk Factors that emerge from time to time, may cause actual results to differ materially from those contained in any forward-looking statements. Given these risks and uncertainties, investors should not place undue reliance on forward-looking statements as a prediction of actual results. Furthermore, the Company undertakes no obligation to update, amend, or clarify forward-looking statements.

Rogue River Surface Water Sampling

PFOS & PFOA parts per trillion

